

## RIVERSIDE MARKET PROFILE

	<u>2000</u>	<u>2004</u>	<u>2009</u>
<b>Population</b>	255,166	283,247	331,165
<b>Households</b>	82,005	90,349	104,886
<b>Average Household Size</b>	3.02	3.05	3.08
<b>Families</b>	58,155	63,882	73,921
<b>Average Family Size</b>	3.54	3.59	3.64
<b>Housing Units</b>	85,974	94,822	110,095
<b>Owner Occupied</b>	54.0%	55.4%	57.0%
<b>Renter Occupied</b>	41.3%	39.8%	38.2%
<b>Vacant</b>	4.6%	4.7%	4.7%
<b>Median Household Income</b>	\$41,783	\$46,934	\$54,231
<b>Median Home Value</b>	\$135,952	\$219,193	\$290,915
<b>Per Capita Income</b>	\$17,882	\$20,899	\$25,119
<b>Median Age</b>	29.8	29.7	30.3
<b>Households by Income</b>			
< \$15,000	16.1%	14.1%	12.2%
\$15,000-\$24,999	12.3%	11.0%	9.2%
\$25,000-\$34,999	13.2%	11.7%	9.7%
\$35,000-\$49,999	16.5%	16.1%	15.0%
\$50,000-\$74,999	19.6%	18.7%	18.5%
\$75,000-\$99,999	10.5%	11.3%	12.2%
\$100,000-\$149,999	8.1%	11.8%	14.0%
\$150,000-\$199,999	1.7%	2.4%	4.7%
\$200,000+	1.9%	2.8%	4.5%
<b>Population by Age</b>			
<b>0-4</b>	8.0%	8.2%	8.4%
<b>5-9</b>	8.8%	7.5%	7.1%
<b>10-14</b>	8.4%	8.4%	7.3%
<b>15-24</b>	17.8%	18.5%	18.6%
<b>25-34</b>	14.6%	14.7%	15.4%
<b>35-44</b>	15.3%	14.2%	12.8%
<b>45-54</b>	11.6%	12.4%	13.1%
<b>55-64</b>	6.4%	7.3%	8.6%
<b>65-74</b>	4.6%	4.4%	4.3%
<b>75-84</b>	3.3%	3.1%	2.9%
<b>85+</b>	1.1%	1.2%	1.3%

	<u>2000</u>	<u>2004</u>	<u>2009</u>
<b>Population by Sex</b>			
<b>Males</b>	49.3%	49.3%	49.2%
<b>Females</b>	50.7%	50.7%	50.8%
<b>Population by Ethnicity</b>			
<b>White Alone</b>	59.3%	56.0%	52.6%
<b>Black Alone</b>	7.4%	7.3%	7.1%
<b>American Indian Alone</b>	1.1%	1.1%	1.0%
<b>Asian/Pacific Islander Alone</b>	6.1%	6.4%	6.7%
<b>Some Other Race Alone</b>	21.0%	23.5%	26.3%
<b>Two or More Races</b>	5.1%	5.8%	6.3%
<b>Hispanic Origin</b>	38.1%	42.6%	47.6%

#### **Household Consumer Spending, 2004**

<u>Items/Services</u>	<u>Total Spent</u>	<u>Average Spent</u>
<b>Apparel &amp; Services</b>	\$236,437,167	\$2,616.93
<b>Computers &amp; Accessories</b>	\$24,538,732	\$271.60
<b>Education</b>	\$97,574,048	\$1,079.97
<b>Entertainment/Recreation</b>	\$258,523,596	\$2,861.39
<b>Food at Home</b>	\$399,093,327	\$4,417.24
<b>Food Away from Home</b>	\$269,947,637	\$2,987.83
<b>Health Care</b>	\$265,767,052	\$2,941.56
<b>Household Furnishings</b>	\$181,237,089	\$2,005.97
<b>Investments</b>	\$724,283,180	\$8,016.50
<b>Retail Goods</b>	\$2,071,244,406	\$22,924.93
<b>Shelter</b>	\$1,214,156,132	\$13,438.51
<b>TV/Video/Sound Equipment</b>	\$87,082,596	\$963.85
<b>Travel</b>	\$151,263,272	\$1,674.21
<b>Vehicle Maintenance &amp; Repair</b>	\$88,772,902	\$982.56

Source: ESRI/IBIS, December 2004